WEEKLY REVIEW

McLaughlin Leads IN Handicap Contest Runs Up Score of 51 Points for Week

Sales Force Celebrate Charter Week by Concentrated Work

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, July 1, 1909 — NUMBER TWENTY-EIGHT

OUR SECOND ANNIVERSARY

In a general way we have always dated the organization of the Gerlach-Barklow Co. around June 1st, and it was left to the thoughtfulness of a G-B salesman to recall that our real anniversary dated from the granting of our charter, which was June 25th. Furthermore, it was left to this same thoughtful and loyal salesman to propose a most unique and delightful celebration of that event. But for his action it is more than probable that we would have passed the anniversary without giving special thought to the day.

Of course, it is hardly necessary for us to go into details, because every G-B salesman already knows fully as much about it as do the officers of the Company, but as a matter of history we are going to put it down in the Review.

As you know, the genial, thoughtful and loyal salesman who is responsible for this surprise celebration of the second anniversary of the existence of the Gerlach-Barklow Co. as an incorporation, was none other than our friend, John Dean Thompson, than whom the Gerlach-Barklow Co. has no more loyal and enthusiastic salesman or friend. It transpires that some weeks ago Mr. Thompson sent in a roundabout way a letter to our Mr. Switzer, the editor of the Review. The whole thing is fully explained in his letter, the gist of which you already know from reading Mr. Switzer's letter passing the suggestion on to you. This is what Mr. Thompson says:

"My Dear Switzer:—

On the 25th of June, 1907, the Gerlach-Barklow Co. became a legal corporation by the State of Illinois granting them a charter. As the Company's second birthday will occur on the 25th of this month, it struck me that it would be a nice thing for the salesmen to observe it by making a volunteer effort to send in a rousing big week's business for the week beginning Monday, June 21st, and ending June 26th, as a surprise to the officers of the Company. There are to be no prizes nor anything to be gained but the regard and respect of the officers as a reward for this special effort. I think it would be a corking good scheme and let it come as a surprise, and have every mother's son of the travelers make a special point to put in a driving and full week. All pull together for six days and pull as hard as possible, and I believe every man will be glad to make his plans ahead so as to make a bouncing week of it. Then after the officers have noted the concerted action on the part of the whole force day by day through the whole week, when Saturday comes you tell them the reason for it and that it was a volunteer effort on the part of the men themselves without any hope of special reward, but simply to celebrate the second anniversary of the Gerlach-Barklow Co.

"I thought I would write you this confidential letter and see what you thought of it.

"Now, of course, I know you will have a job to keep this secret and no doubt it will be necessary to have a confidant in the office to pull it off, and if you do, if possible, do not let Miss Blackstone, Miss Gerlach, or Miss French in to the secret, as I would like to surprise them along with the officers. You might let Mr. Bilsland into the scheme to help you out. My idea is to have you get up enough typewritten copies of the plan and slip one in the envelope of the next letter you happen to send to each salesman after the details are completed, and ask the salesman to answer if he will enter into the proposition. Have them answer direct to your residence address and not in care of the Company or to the Company. I will also write letters myself to several of the men whose addresses I know.

"Please drop me a line and let me know what

you think of this idea and give me your residence address.

Very sincerely,
John Dean Thompson."

As the services of the stenographers were required to carry out this plan, it was necessary to secure the co-operation of Miss Blackstone in this matter, but it was successfully concealed from everybody else, so that the officers of the Company knew nothing of the plans of their loyal sales force until Monday, June 28th, when Mr. Switzer brought in a package of letters from the salesmen, including, of course, Mr. Thompson's letter. It so happens that the week ending June 26th was the first really hot week of the season and the hot weather extended over a large portion of the country, consequently, it has not been possible to do a record breaking stunt, yet there was a feeling all the week as the reports came in that the boys were doing mighty well under existing conditions.

However, the amount of business secured is only an incident in the minds of the officers of the Company as compared with the loyal sentiments expressed by the men and the hearty manner in which they entered into John Dean's laudable plan of celebrating Charter Week. Since the organization of the Company we don't believe that there has been any action on the part of the people associated with the Company that has given more real satisfaction than this little plan of celebrating our second anniversary.

As you know, Mr. Switzer sent out his letter to all the force. Responses were received from practically every man. Many of them replied briefly, but entered heartily into the scheme. Others took time to express their feeling of loyalty to the Company. Here are a few of the letters:—

"Dear Mr. Switzer:—

"Your letter to hand. Count me in on the scheme. So our jovial John Dean started something. Am glad of that. Hope he has nothing up his sleeve to stump us with. Those Jersey men are meaner than the deuce that way, and worst of all, a fellow of my size daren't tell him so to his face and 200 odd pounds.

"Have but little lined up for that week, but will get busy. Had hoped to be able to run home some day that week to meet a relative from Europe who will visit us at that time.

"Here's wishing you luck and that all the boys will fall in line on this plan.

A. E. Ungerer."

"W. F. Switzer,

"Dear Sir:—

"Congratulate John Dean Thompson for his thoughtfulness in suggesting a surprise party for the officers and directors of the G-B Co. for the second anniversary of the Company. I accept with great pleasure the invitation to this party, and take further pride and pleasure in assuring you that, if my health permits, I will be on the firing line every minute during this particular week, and while I cannot promise any spectacular stunts, I will endeavor to turn in a good strong average.

"With best wishes, I remain, as ever,
Yours very truly,
H. W. Cies."

"W. F. Switzer,

"Dear Sir:—

"Your letter of the 10th just received yesterday upon my return from Ft. Worth, and in reply will say that I am heartily in sympathy with the movement to make next week a record breaker, and will endeavor to make every minute count and put in all the time possible. You will appreciate what a joyful time we Texas people are having when I tell you that we are working with the glass running from 102 to 106 in the shade. Mr. K. H. Gerlach spent two days with me here last week and I was really sorry for him, as he was not accustomed to the extreme heat, but I felt myself much benefitted by his visit and am more enthusiastic over G-B calendars than ever.

"Once more assuring you of my co-operation in your plans for next week, I am,
Respectfully,
(Miss) True Love."

"W. F. Switzer,

"Dear Sir:—

"Received your letter in reference to John Dean Thompson's rousing big week, and you may be sure of my hearty support in any effort to increase the G-B Co. business and to make their name as familiar, and more popular, to the business world than that of our rivals. I have never been employed by a firm that showed the interest in my personal endeavors, cheered me when sales were scarce, and praised me when sales were good, out of proportion to what I expected and deserved, and if my poor effort will help in the combination of the sales

force to make June 25th an anniversary to be remembered by the officers and Directors of the Gerlach-Barklow Co. with pleasure, you may be sure that I will certainly do a little better than my best.

"Thanking you for writing me, and trusting to find you all in good health in December, I remain,

Very truly yours,
J. G. Reilly."

"W. F. Switzer,

"Dear Sir:—

"Replying to your favor of recent date suggesting concerted action on the part of the sales force to make our anniversary week, (you notice I say 'our,' for I feel as though I am a part of the G-B Co.), of June 21st to 27th a rousing big week, I am with you body and soul and will do all I can to show by my work that week that I appreciate what the G-B Co. has done for us all and how proud I am of what they have accomplished during their two brief years since their incorporation.

Yours very truly,
C. M. Beelman."

"W. F. Switzer,

"Dear Sir:—

"That is a splendid suggestion of the "fat old guard," and will be a very practical as well as fitting demonstration for the anniversary week. You will have my hearty co-operation, and I hope it will amount to something worth while.

Very truly yours,
L. B. Lott."

"W. F. Switzer,

"My Dear Friend:—

"I want to assure you of my co-operation with you and the sales force to make next week a very decent birthday party. Beginning at eight o'clock Monday morning I shall give you a good, hard, conscientious week's work and some very pretty business, I believe. I thank you for the opportunity and wish you and all of us a dandy week.

Yours respectfully,
John B. Brooks."

"W. F. Switzer,

"Dear Sir:—

"I am in hearty accord with your plan for the coming week, and will do my best to send in business every day, but you know we can't tell. I have very poor territory for the next two weeks. You will notice I have been sending in some nice orders the last three weeks. They were formerly T. D. M. orders. I am after their scalp and will get it.

Yours truly,
W. G. Parks."

"My Dear Switzer:—

"Your letter of the 10th duly at hand. Finding myself all in for sometime, I decided to take a vacation and Mrs. Gerlach and I are here resting up. Allow me to compliment you on the plan for the week June 21-26. Don't expect to be in harness during that time, but should I get to Chicago next week, will do my part, you know. Am sure the house will be delighted with your efforts.

"With best wishes,

Yours very truly,
A. E. Gerlach."

"W. F. Switzer,

"Dear Friend:—

"Yours of the 10th received regarding the big week from the sales force to the officers of the G-B Co., and will say that I am heartily in sympathy with the plan and will do my best to do my share, health and circumstances permitting.

Yours very truly,
W. Jay Marks."

"W. F. Switzer,

"Dear Sir:—

"I have your letter of the 10th concerning anniversary week. I think the plan a good one and will give it my fullest support.

Yours very truly,
W. C. Huffert."

"Dear Mr. Switzer:—

"Your favor of the 8th in reference to plan of making the week of the 21st to 26th a rousing big one, as suggested by Mr. Thompson, at hand, and in reply will say I am heartily in favor of the plan and will promise to do all in my power to help swell the volume of business, and sincerely hope my efforts may be successful and that I may be able to send in a nice big bunch of orders. I will certainly work hard to do all I can during the week.

"Thanking you for your very kind letter, I am,

Very truly yours,
L. R. Shepard."

"My Dear Mr. Switzer:—

"Your letter with reference to making the week 21st to 26th a big week, as suggested by our worthy comrade, John Dean Thompson, at hand. Nothing is too good or too big for me to undertake in the way of helping to boost the G-B Co. You have my best wishes for success.

and I am preparing to get in a few good orders to help out the proposition advanced.

"With best wishes for the G-B Co., and you, I am,

Yours very truly,
C. W. Fadely."

"W. F. Switzer,

"Dear Sir:—

"Your letter received, and note what you say about a surprise week for June 21st to 26th. You know I am going to do my very best, but as you know, I am working new territory, so cannot make you any rash promises, but you can rest assured that I will be 'on the job,' all the time.

Moore."

We will not attempt to publish all the letters or all the communications we received. It is sufficient to say that the specimens printed above convey the spirit of all the letters. As I said before, it is not the amount of business turned in that appeals so strongly to us as the spirit of the whole plan. While our splendid new factory is nearing completion and we are proud of it, and while we have made a record in the past two years which has placed us in the fore-front of the calendar business, it is proper to say that the most important factor in the success of the institution is our loyal sales force. We only wish that it were possible to meet each of you personally at this time and express to you our sincere thanks and appreciation for the loyal spirit displayed. Such a spirit is bound to produce good results both for the house and for the force. The men who go out with the kind of feeling expressed in the letters published herein, are bound to get better results than if they are simply working for the money without any feeling towards the house. The stronger feeling of mutual confidence between house and sales force, the greater will be our mutual success, and you may rest assured that the officers and directors of the Gerlach-Barklow Co. stand ready at all times to do everything possible to advance the interests of their sales force.

As I write these lines we have begun to receive anniversary letters from the sales force. These we are going to save for next week, however, as it appears that there will be quite a number of them and we will read them all at once.

On behalf of the officers and directors of the Gerlach-Barklow Co., I thank you all for your kind wishes and for your efforts towards making Charter Week a memorable one.

E. J. Barklow.

LEFT-OVERS

With this week's review we are enclosing a revised stock list of left-over hangers and cardboards. Salesmen carrying these samples will be governed thereby, and orders must be taken subject to our having them in stock. Customer's second choice is always advisable, so that order can be filled if first selection is sold out.

At 25 per cent off regular prices we ought to clean up all hangers and cardboard left-overs this week.

LEFT-OVERS WITHDRAW

CARDBOARD

1293 Virginia
1495 Day Dreams
3591 Safely Guarded
4091 Contentment
4092 On the Slope

HANGERS

896 Pride of Kentucky

¶ No further orders for these subjects will be accepted.

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued $100.00 or More
Second, Original Painting, Valued $100.00 or More

Third	- -	$30.00 Cash
Fourth	- -	25.00 Cash
Fifth	- -	20.00 Cash
Sixth	- -	15.00 Cash
Seventh	- -	10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Average.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

The increase for the week ending June 19th over the corresponding week of last year is not quite as great as that of the previous week. At the same time, the gross sales are are just about the same as the previous week. The reason the increase was not as great is due to the fact that we had a much harder week to go up against, that is to say the corresponding week of last year was a good week, and to show an increase of 60% as indicated last week would have required a considerably larger volume of business than was written the week ending the 12th. All things considered we are very well satisfied and the work of the sales force as a whole is satisfactory.

One of the most gratifying features of the contest is the fact that many men who have not been producing with regularity, and who apparently have been working in somewhat of a listless manner prior to the contest, are now

reporting a much better business, and their work shows a decided improvement in business regularity.

At the end of the first week of the contest Mr. McLaughlin and Mr. Parks were tied for first place. The second week ended with Mr. Conkling in the lead, with Mr. McLaughlin second and Mr. Parks third. For the third week Mr. McLaughlin scores the splendid total of 51 points and moves into the lead. Mr. Conkling stands No. 2 in the total score for three weeks with Mr. Parks third.

Elsewhere we publish a table showing the standing of the force for the third week of the contest. It is to be regretted of course, that a number of men are absent from the field for one reason or another. At the same time some of these men have very good reasons for being absent and it is only fair to mention the circumstances in connection therewith. For instance Mr. Cies, as you know, experienced a severe illness early in the year, as a matter of fact he has not fully regained his health and found it necessary to spend four days at a sanitarium during the week ending the 19th. He, however, is back in the game and we have received three or four very nice reports from him, and we hope that his health will improve and that he will soon be able to put some of his old time vigor into his work.

Mr. Coleman is another who has been absent from the field for a few weeks. He found it necessary to leave his field and go to Winnipeg on personal business. While of course, we regret losing the nice volume of business that Mr. Coleman is accustomed to report; at the same time we expect he will be in the game again very shortly and make up for lost time.

Elsewhere we mention the fact that Mr. Fairbairn was recently married and on his honey-moon during the week just ended.

A few weeks ago Mr. A. E. Gerlach found himself pretty well tired out. He has been going at a very steady gait since entering the field the first of the year. As a matter of fact we have mentioned several times that he has made a splendid record, reporting business almost daily. To do this he has worked hard as you can easily understand. We understand he is now back in the field and in a recent letter to the writer stated that he expected to get into the game again within a few days with his accustomed zeal.

Mr. Rowe has been at home on account of illness, but we understand he is improving and will be at work again very shortly. Mr. Saxton found it necessary to spend several days at home, and was absent from the field the full week ending the 19th.

And now for a few words with reference to the work of several leaders in gross score for week ending the 19th. As stated previously Mr. McLaughlin leads with a total of 51 points. This is certainly a mighty fine score. His sales for the week show an increase 150% over his average, and he scores 39 points. He also has the largest increase over average, counting 10 points and adding to this two points for day's business gives him the splendid total referred to.

John Dean Thompson follows not far behind with a total score of 42 points. His sales show an increase of 53% over his average, which counts him 20 points. He scores 10 points for booking the largest number of orders during the week and 10 points for day's business; adding to this two points for mailing card or blotter orders, he has a total of 42 points.

Mr. Parks stands No. 3 for the week with a total of 37 points. The first week of the contest Mr. Parks wrote a business 50% over his average, the second week his work slumped somewhat, however he again comes back with an increase of about 50% and scores 19 points. We neglected to mention above that Mr. Parks and Mr. Thompson tie under heading 'largest number of orders,' each having reported 12 orders for the week. We have made a ruling that in the case of a tie under this heading that each man will score 10 points. We therefore score Mr. Parks 10 points under this heading. He wrote business five days and scores six points and reported two mailing card or blotter orders.

Mr. Shimmin who leads the sales force in gross sales for the week with the nice total of approximately $800.00, scores 43 points. His sales show a nice increase over his average for the year, and he furthermore reports the second largest increase over average, scoring five points under this heading.

Mr. Conkling stands No. 5 with a score of 29. His total for the week shows an increase

of 40% over his average and he scores 18 points. He reports business every day and counts 10 points under this heading. He had one mailing card or blotter order.

Mr. Finley stands No. 6 with 22 points. He writes a business showing an increase of 40% over his average and counts 18 points. He reports business for four days making his total score 22.

Mr. Roberts stands No. 7 for the week with 20 points. He writes a business not far behind his average and scores 8 points. He reported business five days and counts 6 points under this heading, and booked six mailing card or blotter orders.

W. A. McDonald follows with 19 points. He writes a business showing an increase of about 30% over his average and scores 16 points. He counts two points under day's business and one mailing card or blotter order.

Mr. S. L. Smith stands No. 9 for the week with 18 points. While his business for the week is not quite up to his average, at the same time he has written a very satisfactory week reporting business every day. He counts 8 points on sales and 10 points for business regularity.

Mr. H. B. McDonald and Mr. Marks tie for 10th place each with 16 points. Mr. McDonald makes his score by reporting a business close up to his average, scoring eight points. He wrote business five days and two mailing card or blotter orders. Mr. Marks scores in the following manner. His sales are just up to his average and he is credited with 10 points under this heading. He secured business four days with two mailing card or blotter orders.

There are a number of others who follow closely. For instance Mr. Huffert and Mr. Ungerer tie for 11th place ith 14 points. Mr. Beelman stands No. 12 with 11 points. Messrs. Carter, Ellis and McCully tie for 13th place with ten each.

Every man must bear in mind that writing business with regularity and a business up to your average or ahead of average is all that is necessary to make good scores. Determine what your mark is, if you have not done so already, then go out and try to beat it.

WEEK ENDING, JUNE 19th

Mr. Shimmin leads the force for the week with a total of $800.00. He reports business three days and a total of five orders. Monday his one order amounted to $157.00, Thursday one order $197.00, and Friday's three orders totaled $438.25. Every order booked was a good one and his is certainly a nice week's work.

Mr. Finley stands No. 2 with a very nice total. He reports business for four days and a total of six orders. On Monday he wrote two orders; Tuesday two; Wednesday's report was a blank; Thursday he wrote one order and Friday he landed his best order which amounted to $314.00; Saturday gave him his second blank report for the week.

Mr. Parks follows with a total about $50.00 less than that of Mr. Finley. He reports 12 orders and business for five days. Mr. Parks has been going along at a good gait and stands No. 3 in the total score for the contest now on. On Monday he wrote three orders; Tuesday one order; Wednesday two; Thursday four orders, and Friday two, Saturday he was skunked.

Mr. Conkling stands No. 4 and reports a clean week with a total of ten orders. His total sales are just $13.00 less than those of Mr. Parks! Mr. Conkling has been going along at a nice gait of late and stands second in the handicap contest. Monday was his best day, when he wrote two orders amounting to $145.00. On Tuesday, Friday and Saturday he landed one order each day. Wednesday he booked three orders and Thursday two orders. Mr. Conkling has been writing business with regularity for the past several weeks, and if he keeps up his present gait he will have to be reckoned with when the final score is counted for the contest.

Mr. Roberts stands No. 5, just a few dollars behind Mr. Conkling. He reports 11 orders and business for five days. We have not received a report from Mr. Roberts for Saturday and it is possible that there are some orders coming which are delayed in the mails. On

Monday, Tuesday, Wednesday and Friday he reports two orders each day; on Thursday three orders.

Mr. McLaughlin stands No. 6. He wrote four orders and business two days. On Wednesday he wrote his best order which amounted to $300.00; Friday he landed three other orders. We might say that Mr. McLaughlin was at the factory on Monday and Tuesday of this week, and considering the fact that he put in but four days in the field, he has written a very nice business. You will note, by the way, that Mr. McLaughlin leads the force in the handicap contest. He made a score this week of 51 points. He writes a business that shows an increase of about 150 per cent. over his average.

Mr. Ungerer stands No. 7 with business for four days and four orders. Wednesday and Saturday were his off days. His best order was taken on Friday and amounts to $142.00. Two of his other orders were also nice orders and altogether he reports a satisfactory business.

Mr. Thompson stands No. 8 with a clean week to his credit and a total of 12 orders. When a man writes 12 orders at this time of the year you can figure he has been going some. Mr. Thompson wrote three orders on Monday, one on Tuesday and two each the remaining days of the week.

Mr. H. B. McDonald stands No. 9, having reported business five days and a total of six orders. On Saturday he found it necessary to go home. During the first five days of the week he closed some nice business. His best order was booked on Friday and amounts to $139.00.

There are, of course, others who have reported satisfactory totals and all in all the work for the week is satisfactory, when it is taken into consideration that a number of men are absent from the field for one reason or another.

Number of Orders.

Mr. Parks and Mr. Thompson tie for first place under this heading with a total of 12 orders each. In the handicap contest the man writing the largest number of orders scores 10 points and for the second largest number, five points. Since Mr. Parks and Mr. Thompson tie we have made a ruling and have decided that in the event of a tie under this heading each man will score 10 points. In an ordinary contest there would be some way of deciding a tie of this sort, and one or the other would have to take second place. Of course, there is no way of deciding in this instance, therefore, we will score each man 10 points.

Mr. Roberts stands No. 2 with 11 orders; Mr. Conkling No. 3 with 10 orders; Mr. Huffert No. 4 with a total of eight; Mr. McCully and H. B. McDonald tie for 5th place with six orders each. Messrs. Beelman, Marks and Shimmin tie for 6th place with five each. The

WEEK ENDING, JUNE 19

Albert	0
Barber	0
Beelman	11
Bowles	5
Brooks	8
Byron	0
Carter	10
Cies	3
Coleman	Not Working
Conkling	29
Coulter	0
Ellis	10
Fadely	8
Fairbairn	3
Finley	22
Gerlach, A. E.	Not Working
Heneghan	Not Working
Huffert	14
Lins	9
Lott	8
Lindsley	3
McCullough	3
McCully	10
McDonald, H. B.	16
McDonald, W. A.	19
McLaughlin	51
Marks	16
Meyer	4
Moore	0
Osmun	3
Oxford	0
Parks	37
Reilly	6
Roberts	20
Saxton	Not Working
Shepard	0
Shimmin	34
Smith, F. A.	0
Smith, H. E.	1
Smith, S. L.	18
Thompson	42
Ungerer	14
White	2
Woodman	Not Working

following salesmen tie for 7th place with 4 each: Messrs. Fadley, Lins, Lott, W. A. McDonald, McLaughlin and Ungerer.

Days' Business.

Mr. Conkling and Mr. Thompson are the two salesmen to go through the week with a clean record. Messrs. Beelman, H. B. McDonald, Parks and Roberts report business 5 days. Those reporting business four days are as follows:—Messrs. Carter, Fadely, Finley, Huffert, McCully, Marks and Ungerer.. While the showing under this heading is about on a par with the previous week, we are frank to say there is still plenty of room for improvement.

While the total volume of business is most satisfactory and shows a very substantial increase over the corresponding week last year, at the same time there are a great many men who are not living up to their possibilities. There is absolutely no question but that if these men who occasionally send in an order could get themselves to working systematically they would report business with greater regularity. Make an effort and see if you cannot improve your showing under this heading.

SOME GOOD ORDERS

During the week ending June 19th some very fair orders were booked. Following is a list of some of the better ones:

Mr. Conkling sold a granite and monument company a bill amounting to $130.00. The subjects sold were our Lynch head in DeLuxe style D6, and our Blenner head, "A June Rose," in series 4 roll.

Mr. Finley's best order of the week was from a lumber company. It calls for 2000 plain business calendars with mailing tubes and amounts to $314.00.

Mr. H. B. McDonald sold a lime company a bill amounting to $139.00. They purchased roll calendars Nos. 501 and 403 with mailing tubes. Mr. McLaughlin sold a publisher a nice bill amounting to $300.00. The subject selected on this order was "A Clear Title," in series 22 cardboard.

Mr. Meyer sold a bank our cantaloupe picture in series M9. The order calls for 500. Mr. Mathews sold a bank a mixed order amounting to $175.00. Mr. Mathews by the way is a new man on the force. He had hardly had more than time to get fairly started, however, we expect that he will be heard from with regularity.

Mr. Park's best order of the week was from a furniture company. He sold these people 100 of "The Sentinel" in series 1 and 150 in series 7 roll with mailing tubes.

Mr. S. L. Smith took a nice order from a trust company. He sold them 500 jumbo rolls "Raising the First American Flag."

Mr. Shimmin who leads the sales force for the week booked no less than four very nice orders. The largest one was from a grocery company. Our ever popular "Violet" landed this order, which amounts to $197.00. These people selected this subject in DeLuxe style size 12x24 and 8x14 with mailing envelopes. His next best order was from a hardware company and amounts to $177.00. "A Little Mimic" in series 19 roll landed it. This order also calls for mailing tubes and post cards. Another grocer placed an order with Mr. Shimmin for "Doris" mounted in DeLuxe style D6. This order amounts to $130.00. His fourth good order, from a drygoods company, calls for 6,000 Palm series mailing cards.

Mr. John Dean Thompson's best order of the week was from a banking company. It is a mixed order calling for 150 of "The Sentinel" in series M7; 25 rolls "The Evening Song," in series 3 and 150 mounts "A Virginia Home in Summer," M9.

Mr. Ungerer's best order of the week amounts to $142.00. It comes from a bank. He sold them some left over rolls with mailing tubes. Another good order of Mr. Ungerer's was from a furniture company, and calls for 3600 special mailing cards. His third good one is also a bank order and calls for 150 jumbo rolls "The Sentinel," and 150 left over rolls "The Pride of Kentucky" in series 8, with mailing tubes.

NEWS FROM THE FIELD

CIES SAYS "LET K. H. GERLACH'S VISIT BE EVERY YEAR."

Mr. K. H. Gerlach returned after having spent several weeks in the field among the sales force. He is preparing to start on his second trip next week and we feel that his work among the boys is going to eventually bring splendid results to the force as well as to the G.-B. Company. Mr. Cies writes as follows:

"Mr. K. H. Gerlach left me this afternoon. If his visit helped all the boys as it has me, the work he is doing should pay the company large dividends in the future. There is nothing that will put the house and selling force in closer touch and sympathy with each other.

Aside from helping us he will be able to tell you the difficulties and disadvantages under which each salesman works in his respective field.

His genial spirit, kind criticisms and good advice has been an inspiration and a revelation to me. He was always master of the situation when making a demonstration or selling the goods. Let him visit me every year.

H .W. Cies."

MR. S. L. SMITH ACKNOWLEDGES HIS PRIZE GRIP.

Mr. Smith was one of the winners in the last contest for grips, and in view of the fact that he has only been connected with the G.-B. sales force for a short time and made such a splendid showing, it certainly gave us a great deal of pleasure to award him a prize. Mr. Smith's letter follows:

"On my arrival here I found the handsome new grip from the house and I want to take this opportunity to express my appreciation of the same. Unlike Mr. Cies I have no wife to initiate the grip but I believe that my chances of getting one will be helped very materially if I go after her with this new hand-bag.

I also wish to say that I consider the feeling of loyalty to one's house the first requisition to good salesmanship, and if there is a salesman on the G.-B. force that doesn't have this feeling all through his system it certainly must be his fault.

S. L. Smith."

HUFFERT WRITES ABOUT HIS WORK WITH K. H. GERLACH.

Mr. Gerlach spent three days with Mr. Huffert, who describes his methods of handling the selling proposition as an inspiration. We can understand how it must help a man who is new at the game to work for two or three days with an old and experienced salesman. Mr. Huffert says he intends to keep hammering away harder than ever and he certainly has our best wishes for his success. He writes as follows:

"I want to say that I had three very pleasant days this week with Mr. K. H. Gerlach. As I had no great big deals at hand to work on, we simply took a trip across the country, a route of which neither had any definite knowledge and endeavored to pick up such business as we could.

Mr. Gerlach and his methods I must admit have been an inspiration to me, and I hope to profit by his visit. No better training could come to a new man at the game.

I mean to keep hammering away at them now harder than ever.

W. C. Huffert."

MR. FAIRBAIRN A BENEDICT.

We received an announcement of the marriage of Mr. Fairbairn on the 17th. In behalf of the company and the sales force the Editor of the Review wishes to extend heartiest congratulations. We feel sure that with added responsibilities and a helpmate to cheer him on Mr. Fairbairn will work with added vim and enthusiasm if such a thing is possible from now on. He certainly has our very best wishes for his future happiness and prosperity.

CARTER WORKS WITH K. H. GERLACH AND IS OFF ON A TRIP WITH 150-LBS. OF STEAM.

Mr. Carter writes that he has not been feeling at all well of late, although considerably improved at this time. While he is under the doctor's care and will have to take it a little easy for some time, he is still full of enthusiasm

and writes regarding his recent visit with K. H. Gerlach. In part he writes as follows:

"I had a valuable visit with K. H. Gerlach and I know his instructions have done me a great deal of good. I now have up 150-lbs. of steam and am headed for a section of my territory from which I hope to get a nice business. I hope that all the boys feel as much benefitted by the visit of Mr. Gerlach as I do. I know it will help both the sales force and the good old G.-B. Company.

J. M. Carter."

Mr. Carter mails in the following clipping from Profitable Advertising.

SALESMEN AND ADVERTISING.

Advertising introduces the goods and paves the way for the salesman.

Advertising insures for the traveler a respectful hearing when he arrives.

Advertising brings orders when the salesman is not on the ground.

Advertising increases the volume of the order which the salesman can secure in person.

Advertising makes the merchant respect the firm and the salesmen.

Advertising cements the friendship between the house and the merchant.

Advertising tells the merchant what the salesman forgot to mention.

Advertising supports the salesman in his statements to the merchant.

Advertising brings about a better acquaintance and understanding between the merchant and the traveler.—Profitable Advertising.